

# **Exhibit E**



## The difference is **Ultrasound**.

**Ultreo** takes power brushing where it's never gone before. Invented at the University of Washington in association with former scientists, engineers and executives of Optiva Corporation (developers of the Sonicare® toothbrush), **Ultreo** is the first power toothbrush to combine ultrasound waveguide technology with precisely tuned sonic bristle action. **Ultreo's** bristles

Ultreo's combination of ultrasound waveguide technology and sonic bristle action can remove hard-to-reach plaque bacteria that bristle action alone can leave behind\*

create microbubbles that are powerfully activated by nearly 4 million cycles of ultrasound energy per brushing channeled by a proprietary ultrasound waveguide. As shown in laboratory studies, as these microbubbles expand and contract, they can remove plaque bacteria. The result is an incredible, long-lasting feeling of clean.

Try the **new Ultreo** for the **Ultimate Ultrasound Clean**.

1. Precisely tuned sonic bristle action creates bubbles and cleans on contact.
2. Ultrasound is channeled into the bubbles through a proprietary ultrasound waveguide.
3. Bubbles are activated by the ultrasound and transformed into pulsating bubbles that can remove plaque bacteria, as shown in laboratory studies.

To learn more about Ultreo's technology and research, schedule a Lunch & Learn or order your 30-day risk-free Professional Trial Pack, call 1.877.4.ULTREO (485.8736) or visit [www.ultreo.com/pro](http://www.ultreo.com/pro).

\*As shown in laboratory studies conducted at a leading research university.

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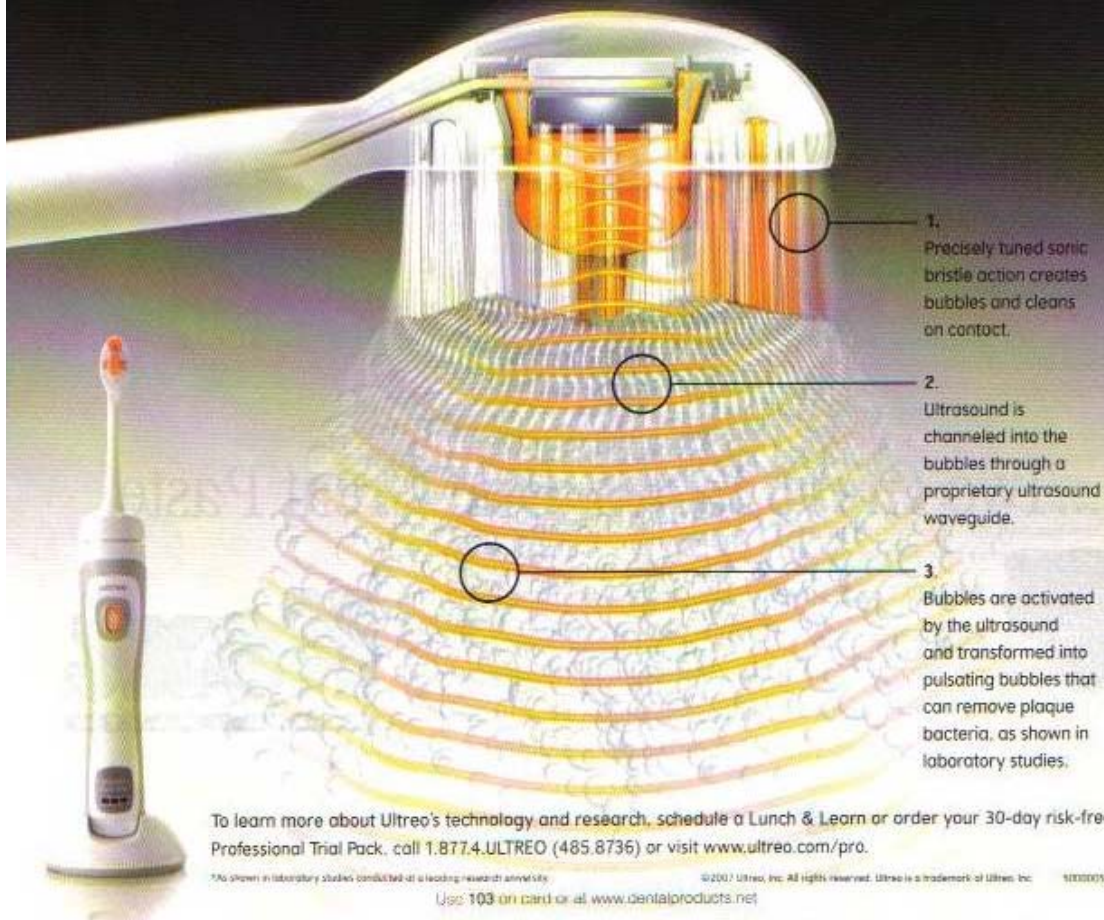
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